

Mercury Outreach Plan



Overview

Background

- ▣ Discussions between DWQ, DEQ, and DOH determined that a collaborative communications plan is needed to inform/educate stakeholder groups regarding fish advisories, fish consumption, and other mercury issues.

Why do we need a plan?

- ❑ Provide info about new fish advisories
- ❑ Provide specific info to impacted stakeholders
- ❑ Address health and stakeholder concerns
- ❑ Increase collaboration among agencies
- ❑ Prevent duplication of efforts
- ❑ Have a plan in place for future advisories or other mercury issues
- ❑ Establish a clear message regarding mercury to all stakeholders

Stakeholders

- ❑ Three different groups have been identified:
 - Anglers
 - ❑ Primary stakeholder
 - ❑ Plan will address impacts to this group now
 - Moms, moms to be, children
 - ❑ Primary stakeholder
 - ❑ Plan will address impacts to this group now
 - Grocers, supermarket fish consumers
 - ❑ Secondary stakeholder
 - ❑ Plan will address impacts to this group in the long run

6 Main goals of the plan

- 1 - Communicate fish advisory information to angling community/stakeholders
- 2 - Work with internal partner agencies to determine resources available for general mercury outreach & achievement of goals
- 3 - Educate women, children about health benefits of eating fish & consumption limits
- 4 - Update the mercury website
- 5 - Create a new general mercury brochure
- 6 - Boost the mercury information arsenal

Next steps...

- ❑ Identify who needs to be at the table
 - So far we have DEQ, DWQ, DOH, DNR, UCHD
- ❑ Convene the communications group
- ❑ Identify agency roles and responsibilities
- ❑ Identify goals and resources
- ❑ Establish a timeline for action

Follow up questions

- ❑ Are we missing other stakeholder groups?
- ❑ Who else needs or wants to be at the table?
- ❑ Has anything been left out, what's missing?

Action items

- ❑ Review the draft plan and submit feedback to Stacey Adams
- ❑ Identify staff and/or resources to contribute

Contact info

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